
Cen Cal Business Finance Group is the oldest, most experienced Certified Development Company (CDC) in California's Central Valley, and is the only Premier Certified Lender headquartered in the Central Valley authorized by the U.S. Small Business Administration to process SBA 504 loans.

We are committed to helping small businesses grow throughout California and have proven that for more than 25 years. We have approved and serviced more than \$1.125 billion in small business expansion projects using SBA 504 loans and other funding, and these projects have resulted in almost 10,000 new jobs.

We are the presenting sponsor of the 2012 Business Resource Fair, and together with our media sponsor, **Peak Broadcasting**, and Platinum Banking Sponsor, **Central Valley Community Bank**, plan to bring as many business owners as possible to this event by airing a blitz of almost 500 radio ads on KMJ-AM, KMJ-FM, KSKS-FM and KMGV-FM for three weeks leading up to the event.



Strong. Solid. Unchanging Values.



CEN CAL BUSINESS FINANCE GROUP

5094 N. Fruit Avenue, Suite 103

Fresno, CA 93711

Toll Free (877)723-6225

www.cencalfinance.com

Business Resource Fair

This event is designed to attract as many business owners as possible to attend short presentations and visit booths where they can:

- ✓ Interact with business to business product and service companies
- ✓ Learn about today's commercial real estate market,
- ✓ Identify financing options for real estate, equipment and working capital, and
- ✓ Meet other professional resources who can assist them in growing their businesses profitably.

For sponsorship or exhibit booth information or to be placed on the mailing list to attend

Contact:

Cindy Merzon

Director, Marketing & Business Development

(559) 227-1158

cmerzon@cencalfinance.com



CEN • CAL
Business Finance Group

Business Resource Fair

SPONSORSHIP OPPORTUNITIES

Thursday, January 26, 2012

3:00 p.m. – 6:00 p.m.

**Fresno Convention & Entertainment
Center, Exhibit Hall III**

848 M St, Fresno, CA



SPONSORSHIP BENEFITS

2012 Cen Cal Business Finance Group – Business Resource Fair

January 26, 2012 ♦ Event Hours 3:00 – 6:00 p.m.

Fresno Convention & Entertainment Center, Exhibit Hall III, 848 M St, Fresno, CA

Sponsorship Benefits	Platinum	Parking	Gold	Booth
• Advertising schedule on KMJ AM and KMJ FM Radio (:30) seconds talking about the event, (:30) seconds talking about your business – 30 spots on KMJ-AM and 25 spots on KMJ-FM	✓			
• Web streaming commercials on kmjnow.com	✓			
• One color Company name and/or logo on 500 conference bags (if committed by 10/1/2011)	✓			
• One color Company name and/or logo on 500 conference notebooks (if committed by 10/1/11)	Name & Logo			
• Exclusive signage around event and parking area announcing parking sponsorship.		✓		
• Company name with shared tags mentioned in radio promotions	✓	✓	✓	
• Company name and/or logo in potential E-blasts prospective small business owner attendees	Name & Logo	Name Only	Name Only	
• Representative of your Company to participate in panel presentations during event	✓	✓	✓	
• Company banner prominently displayed at the event	✓	✓	✓	
• Company name and/or logo projected on large screen during the event	Name & Logo	Name Only	Name Only	
• Tickets to the VIP Reception	8 tickets	6 tickets	4 tickets	
• Company name and/or logo in regional advertising and marketing pieces.	Name and logo	Name only	Name only	
• Exhibit space, piped and draped booth to publicize and promote your products to business owners and collect new business leads. Tables are skirted and topped. Platinum Sponsors receive prime locations and Parking and Gold Sponsors receive preferred locations. NOTE: Electricity, and other needs provided by our decorator, is not included in the price of this package. For those exhibitors that have special needs, please contact Cindy Merzon, (559) 227-1158	20 x 10 booth 2-8' tables 4 chairs I.D. sign	20 x 10 booth 2-8' tables 4 chairs I.D. sign	10 x 10 booth 1- 8' table 2 chairs I.D. sign	10 x 10 booth 1-8' table 2 chairs I.D. sign
• Listing on event home page	Name, Logo & Web Link	Name & Logo	Name Only	Name Only
• Company name and contact information listed in Event program. (Print deadline 12/29/10)	✓	✓	✓	✓
• Company name and booth location listed in Exhibit Passport.	✓	✓	✓	✓
• Mass advertising campaign including radio, print, direct mail, social media, and email blasts to maximize business owners' attendance. Incentives offered to attendees for visiting every booth and attending workshop sessions.	✓	✓	✓	✓
Limited Opportunities <ul style="list-style-type: none"> Platinum Bank Sponsorship – Central Valley Community Bank Platinum Real Estate Sponsorship – still available Platinum Construction Sponsorship – still available Parking Sponsorship – still available 	Maximum (1) each from banking, real estate and building industries.	Maximum (1) Parking Sponsor		
Investment – *Sponsorship prices increase \$250 after 12/31/2011	\$5,000*	\$3500*	\$1,500*	\$500*



SPONSORSHIP APPLICATION

2012 Cen Cal Business Finance Group – Business Resource Fair

January 26, 2012 ❖ Event Hours 3:00 – 6:00 p.m.

Fresno Convention & Entertainment Center, Exhibit Hall III, 848 M St, Fresno, CA

Company Name : (as it will appear on printed materials)			
Contact Name:		Title:	
Mailing Address:			
City:		State:	
		Zip:	
Telephone:		Fax:	
		Cell Phone:	
Email Address:		Website:	
Products or Services to be Sold or Displayed: (Please complete this section.)			

Sponsorship: (See Sponsorship Benefits on page 1 for amenities)

Sponsorship Level	Investment	Amount
Platinum Sponsor (limited to one each from: banking, construction and real estate industries)	\$5,000	\$ _____

Parking Sponsor (limited to one)	\$3,500	\$ _____

Gold Sponsor	\$1,500	\$ _____

Booth Sponsor	\$500	\$ _____

TOTAL DUE (with application)		\$ _____

PAYMENT: ☐ Enclosed check payable to: **Cen Cal Business Finance Group**
5094 N. Fruit Ave, Suite 103
Fresno, CA 93711

Booth Assignments: Booths will be assigned approximately 3 weeks prior to the Business Resource Fair.

EXHIBIT SPACE CONTRACT

2012 Cen Cal Business Finance Group – Business Resource Fair

January 26, 2012 ❖ Event Hours 3:00 – 6:00 p.m.

Fresno Convention & Entertainment Center, Exhibit Hall III, 848 M St, Fresno, CA

This Exhibit Space Contract for the Cen Cal Business Finance Group's (CCBFG) Business Resource Fair is subject to the terms and conditions set forth below. This Contract is not valid until signed by both parties.

EXHIBIT SPACE ASSIGNMENTS: Sponsor agrees to complete and submit the CCBFG sponsorship application. Full payment must be received prior to January 1, 2012. Booth spaces will be assigned by CCBFG.

EXHIBIT: CCBFG reserves the sole right to judge the appropriateness of the display, products, services and literature promoted by Sponsor and to prohibit the sale or display of any product or service deemed inappropriate by CCBFG. Sponsor agrees not to claim or represent, either orally or in writing that any product or service exhibited at or during the Event is endorsed by CCBFG.

EXHIBIT BOOTHS: Sponsor agrees to be completely set up prior to the Event opening and staff the booth during the advertised hours of 3:00 – 6:00 p.m. on January 26, 2012. Sponsor shall not change the booth drape colors without the permission of CCBFG. Sponsor shall not use pop-up shades or tents per fire regulations. Sponsor shall not display, advertise, sell or otherwise promote any product or service outside the confines of the assigned booth space during the duration of the event, unless as an invited and approved speaker during the workshop portion of the event.

Sponsor shall not dismantle booth prior to 6 PM, Thursday, January 26, 2012. Sponsor agrees to dismantle booth as soon as possible after the final breakout session of the Business Resource Fair and no later than the final posted tear down and move out time. Any items left in the booth will be considered abandoned.

ADDITIONAL SERVICES: CCBFG will arrange for Expo Décor to perform the following materials and services: drayage, cartage, furniture, carpeting, electrical service, etc. A package with prices and order form will be sent to Sponsor. CCBFG assumes no responsibility or liability to the Sponsor for any of the services performed or materials delivered and provided by the contractors.

FIRE REGULATIONS: Sponsor agrees to adhere to all regulations and fire codes as dictated by the Fresno Convention & Entertainment Center, Exhibit Hall III, and the Fresno Fire Department.

INSURANCE & INDEMNIFICATION: Sponsor agrees to indemnify, defend, and hold harmless, Cen Cal Business Finance Group, its officers, agents, contractors and volunteers from and against any and all third party claims and other liabilities (including reasonable attorney's fees) that are caused by, arise from, or grow out of the negligent acts or omissions of the Sponsor, its agents, officers, employees, representatives, servants, invitees, patrons or guest. Sponsor must also maintain auto insurance on any vehicle on premises. Sponsors agree to carry insurance to cover exhibit materials against damage and loss and public liability insurance against injury to the person and property of others.

CANCELLATION: Cancellations received in writing on or before December 20, 2011 will receive a 50% refund. No refunds will be issued after December 20, 2011.

If CCBFG should be prevented from conducting the conference due to any cause beyond its control, including, but not limited to, strike, fire, civil disobedience, inclement weather, lock outs, acts of God, terrorism or terrorist acts whether actual or threatened, acts of a public enemy, epidemics or quarantines, or other causes, acts, or events similar to those enumerated, Cen Cal Business Finance Group will refund to the Sponsor the amount of rental paid and Cen Cal Business Finance Group will have no further obligations or liability to the Sponsor.

I HAVE READ AND UNDERSTAND THE TERMS AND CONDITIONS ABOVE AND AGREE TO ABIDE BY THEM.

SIGNATURE OF SPONSOR APPLICANT

X _____

Please return the signed original copy of this contract.

COMPANY NAME:

X _____

COUNTER SIGNATURE, CEN CAL BUSINESS FINANCE GROUP

X _____

Cindy Merzon, Event Coordinator